

ORDER



KSNV

Orders
Order / Rev: 103698
Alt Order #: 06830029
Product Desc: BERKLEY FOR SENATE
Estimate: 30S
Flight Dates: 10/02/12 - 10/08/12
Original Date / Rev: 06/28/12 / 10/02/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency Name: Shorr Johnson Magnus
Buying Contact:
Billing Contact:
 1831 Chestnut St.
 Philadelphia, PA 19103

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Berkley, Shelley for Senate *Revised*
Demographic: A35+
Product Codes: PLC01
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/08/12	117	\$47,380.00	\$40,273.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	117	\$47,380.00	\$40,273.00	0.00
Totals	117	\$47,380.00	\$40,273.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	20%	\$47,380.00
Market	100%	\$236,900.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	32%	\$75,808.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$49,749.00
KTUD	0%	\$0.00
KVVU	25%	\$59,225.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$4,738.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/02/12	10/05/12	Wake Up Early w/ Wagn	M	430a-5a	-TWT---	:30	4	\$50.00	3	0.00	NM	4	\$200.00
Wake Up Early Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TWT---			4			\$50.00		0.00			

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/02/12	10/05/12	Wake Up Early w/ Wagner Wake Up Early Wagners	CM	430a-5a	-TWT---	:30	4	\$50.00	3	0.00	NM	4	\$200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TWT---					4	\$50.00		0.00			
E 2	KSNV	10/08/12	10/08/12	Wake Up Early w/ Wagner Wake Up Early Wagners	CM	430a-5a	M-----	:30	1	\$50.00	3	0.00	NM	1	\$50.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$50.00		0.00			
E 3	KSNV	10/08/12	10/08/12	M-F 5-6a WakeUp w/Wagner M-F 5-6a WakeUp w/Wagners	CM	5-6a	M-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$200.00		0.00			
E 4	KSNV	10/02/12	10/05/12	M-F 5-6a WakeUp w/Wagner M-F 5-6a WakeUp w/Wagners	CM	5-6a	-TWTF--	:30	4	\$200.00	3	0.00	NM	4	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TWTF--					4	\$200.00		0.00			
E 5	KSNV	10/02/12	10/05/12	M-F 6-7a WakeUp w/Wagner M-F 6-7a WakeUp w/Wagners	CM	6-7a	-TWTF--	:30	8	\$300.00	3	0.00	NM	8	\$2,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TWTF--					8	\$300.00		0.00			
E 6	KSNV	10/08/12	10/08/12	M-F 6-7a WakeUp w/Wagner M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-----	:30	2	\$300.00	3	0.00	NM	2	\$600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					2	\$300.00		0.00			
E 7	KSNV	10/08/12	10/08/12	Today Show Today Show	CM	658a-9am	M-----	:30	3	\$400.00	3	0.00	NM	3	\$1,200.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					3	\$400.00		0.00			
E 8	KSNV	10/02/12	10/05/12	Today Show Today Show	CM	658a-9am	-TWTF--	:30	12	\$400.00	3	0.00	NM	9	\$3,600.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TWTF--					12	\$400.00		0.00			
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1		KSNV	10/01/12-10/07/12	Today Show			658a-9am	-TWThF----	:30	(\$400.00)		0.00	NM		
		Credited													
		[credit-mg on different line with rate change]													
3		KSNV	10/01/12-10/07/12	Today Show			658a-9am	-TWThF----	:30	(\$400.00)		0.00	NM		
		Credited													
		[credit-mg on different line with rate change]													
4		KSNV	10/01/12-10/07/12	Today Show			658a-9am	-TWThF----	:30	(\$400.00)		0.00	NM		
		Credited													
		[credit-mg on different line with rate change]													
E 9	KSNV	10/02/12	10/05/12	Noon News Noon News	CM	12-1230pm	-TWTF--	:30	4	\$175.00	3	0.00	NM	4	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TWTF--					4	\$175.00		0.00			
E 10	KSNV	10/08/12	10/08/12	Noon News Noon News	CM	12-1230pm	M-----	:30	1	\$175.00	3	0.00	NM	1	\$175.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$175.00		0.00			
E 11	KSNV	10/08/12	10/08/12		CM	9-10a	M-----	:30	1	\$425.00	1	0.00	NM	1	\$425.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F Today Show II 3rd Hr															
M-F Today Show II															
TODAY II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----		1				\$425.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	10/08/12-10/14/12		M-F Today Show II 3rd Hr		9-10a	M-----	:30		(\$175.00)		0.00	NM		
See MG 11.2															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
2	KSNV	10/08/12-10/08/12		M-F Today Show II 3rd Hr		9-10a	M-----	:30		\$425.00		0.00	NM		
Ⓜ MG for 11.1 10/08															
[revised rate to reinstate]															
E 12	KSNV	10/02/12	10/05/12	M-F Today Show II 3rd Hr	CM	9-10a	-TWTF--	:30	4	\$425.00	1	0.00	NM	4	\$1,700.00
M-F Today Show II															
TODAY II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TWTF--		4				\$425.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	10/01/12-10/07/12		M-F Today Show II 3rd Hr		9-10a	-TWThF----	:30		(\$425.00)		0.00	NM		
See MG 12.5, 12.6, 12.7, 12.8															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
2	KSNV	10/01/12-10/07/12		M-F Today Show II 3rd Hr		9-10a	-TWThF----	:30		(\$425.00)		0.00	NM		
See MG 12.5, 12.6, 12.7, 12.8															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
3	KSNV	10/01/12-10/07/12		M-F Today Show II 3rd Hr		9-10a	-TWThF----	:30		(\$425.00)		0.00	NM		
See MG 12.5, 12.6, 12.7, 12.8															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
4	KSNV	10/01/12-10/07/12		M-F Today Show II 3rd Hr		9-10a	-TWThF----	:30		(\$425.00)		0.00	NM		
See MG 12.5, 12.6, 12.7, 12.8															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
5	KSNV	10/02/12-10/05/12		M-F Today Show II 3rd Hr		9-10a	-TWThF----	:30		\$425.00		0.00	NM		
Ⓜ MG for 12.2, 12.1, 12.4, 12.3															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
6	KSNV	10/02/12-10/05/12		M-F Today Show II 3rd Hr		9-10a	-TWThF----	:30		\$425.00		0.00	NM		
Ⓜ MG for 12.2, 12.1, 12.4, 12.3															
[revised rate to reinstate]															
7	KSNV	10/02/12-10/05/12		M-F Today Show II 3rd Hr		9-10a	-TWThF----	:30		\$425.00		0.00	NM		
[ABLE TO PLACE] ABLE TO PLACE															
8	KSNV	10/02/12-10/05/12		M-F Today Show II 3rd Hr		9-10a	-TWThF----	:30		\$425.00		0.00	NM		
Ⓜ MG for 12.2, 12.1, 12.4, 12.3															
[revised rate to reinstate]															
E 13	KSNV	10/02/12	10/05/12	Dr. Phil	CM	3-4p	-TWTF--	:30	4	\$200.00	3	0.00	NM	4	\$800.00
Dr Phil															
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TWTF--		4				\$200.00		0.00			
E 14	KSNV	10/08/12	10/08/12	Dr. Phil	CM	3-4p	M-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
Dr Phil															
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----		1				\$200.00		0.00			
E 15	KSNV	10/08/12	10/08/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	M-----	:30	1	\$300.00	3	0.00	NM	1	\$300.00
4PM NEWS (1 hour) (4:30 PM-5:00 PM)															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----		1				\$300.00		0.00			
E 16	KSNV	10/02/12	10/05/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	-TWTF--	:30	4	\$300.00	3	0.00	NM	4	\$1,200.00
4PM NEWS (1 hour) (4:30 PM-5:00 PM)															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TWTF--		4				\$300.00		0.00			

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Advertiser: Berkley, Shelley for Senate
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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 17	KSNV	10/02/12	10/05/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	-TWTF--	:30	4	\$300.003		0.00	NM	4	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	-TWTF--			4		\$300.00			0.00			
E 18	KSNV	10/08/12	10/08/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	M-----	:30	1	\$300.003		0.00	NM	1	\$300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----			1		\$300.00			0.00			
E 19	KSNV	10/08/12	10/08/12	M-F Early News M-F Early News	CM	5-630p	M-----	:30	2	\$450.003		0.00	NM	2	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----			2		\$450.00			0.00			
E 20	KSNV	10/02/12	10/05/12	M-F Early News M-F Early News	CM	5-630p	-T-TF--	:30	8	\$450.003		0.00	NM	8	\$3,600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-TF--			8		\$450.00			0.00			
E 21	KSNV	10/02/12	10/05/12	FacetoFace/Ralston Rep Face to Face w/ J.Ralston	CM	730-758pm	-T-TF--	:30	4	\$225.003		0.00	NM	4	\$900.00
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-TF--			4		\$225.00			0.00			
E 22	KSNV	10/08/12	10/08/12	FacetoFace/Ralston Rep Face to Face w/ J.Ralston	CM	730-758pm	M-----	:30	1	\$225.003		0.00	NM	1	\$225.00
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----			1		\$225.00			0.00			
E 24	KSNV	10/02/12	10/05/12	M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune	CM	630-730pm	-T-TF--	:30	8	\$1,300.001		0.00	NM	8	\$10,400.00
JEP/WH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-TF--			8		\$1,300.00			0.00			

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E 24	KSNV	10/02/12	10/05/12	M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune	CM	630-730pm	--T-TF--	:30	8	\$1,300.00	1	0.00	NM	8	\$10,400.00
JEP/WH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	--T-TF--	8		\$1,300.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	10/01/12-10/07/12		M-F Jeop/Wheel		630-730pm	--T-ThF----	:30		(\$1,300.00)		0.00	NM		
See MG 24.9,24.10,24.11,24.12,24.13,24.14,24.15,24.16															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
2	KSNV	10/01/12-10/07/12		M-F Jeop/Wheel		630-730pm	--T-ThF----	:30		(\$1,300.00)		0.00	NM		
See MG 24.9,24.10,24.11,24.12,24.13,24.14,24.15,24.16															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
3	KSNV	10/01/12-10/07/12		M-F Jeop/Wheel		630-730pm	--T-ThF----	:30		(\$1,300.00)		0.00	NM		
See MG 24.9,24.10,24.11,24.12,24.13,24.14,24.15,24.16															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
4	KSNV	10/01/12-10/07/12		M-F Jeop/Wheel		630-730pm	--T-ThF----	:30		(\$1,300.00)		0.00	NM		
See MG 24.9,24.10,24.11,24.12,24.13,24.14,24.15,24.16															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
5	KSNV	10/01/12-10/07/12		M-F Jeop/Wheel		630-730pm	--T-ThF----	:30		(\$1,300.00)		0.00	NM		
See MG 24.9,24.10,24.11,24.12,24.13,24.14,24.15,24.16															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
6	KSNV	10/01/12-10/07/12		M-F Jeop/Wheel		630-730pm	--T-ThF----	:30		(\$1,300.00)		0.00	NM		
See MG 24.9,24.10,24.11,24.12,24.13,24.14,24.15,24.16															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
7	KSNV	10/01/12-10/07/12		M-F Jeop/Wheel		630-730pm	--T-ThF----	:30		(\$1,300.00)		0.00	NM		
See MG 24.9,24.10,24.11,24.12,24.13,24.14,24.15,24.16															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
8	KSNV	10/01/12-10/07/12		M-F Jeop/Wheel		630-730pm	--T-ThF----	:30		(\$1,300.00)		0.00	NM		
See MG 24.9,24.10,24.11,24.12,24.13,24.14,24.15,24.16															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
9	KSNV	10/02/12-10/07/12		M-F Jeop/Wheel		630-730pm	--T-ThF----	:30		\$1,300.00		0.00	NM		
Ⓜ MG for 24.1,24.3,24.8,24.2,24.6,24.4,24.7,24.5															
[revised rate to reinstate]															
10	KSNV	10/02/12-10/07/12		M-F Jeop/Wheel		630-730pm	--T-ThF----	:30		\$1,300.00		0.00	NM		
Ⓜ MG for 24.1,24.3,24.8,24.2,24.6,24.4,24.7,24.5															
[revised rate to reinstate]															
11	KSNV	10/02/12-10/07/12		M-F Jeop/Wheel		630-730pm	--T-ThF----	:30		\$1,300.00		0.00	NM		
Ⓜ MG for 24.1,24.3,24.8,24.2,24.6,24.4,24.7,24.5															
[revised rate to reinstate]															
12	KSNV	10/02/12-10/07/12		M-F Jeop/Wheel		630-730pm	--T-ThF----	:30		\$1,300.00		0.00	NM		
Ⓜ MG for 24.1,24.3,24.8,24.2,24.6,24.4,24.7,24.5															
[revised rate to reinstate]															
13	KSNV	10/02/12-10/07/12		M-F Jeop/Wheel		630-730pm	--T-ThF----	:30		\$1,300.00		0.00	NM		
Ⓜ MG for 24.1,24.3,24.8,24.2,24.6,24.4,24.7,24.5															
[revlsed rate to reinstate]															
14	KSNV	10/02/12-10/07/12		M-F Jeop/Wheel		630-730pm	--T-ThF----	:30		\$1,300.00		0.00	NM		
Ⓜ MG for 24.1,24.3,24.8,24.2,24.6,24.4,24.7,24.5															
[revised rate to reinstate]															
15	KSNV	10/02/12-10/07/12		M-F Jeop/Wheel		630-730pm	--T-ThF----	:30		\$1,300.00		0.00	NM		
Ⓜ MG for 24.1,24.3,24.8,24.2,24.6,24.4,24.7,24.5															
[revised rate to reinstate]															
16	KSNV	10/02/12-10/07/12		M-F Jeop/Wheel		630-730pm	--T-ThF----	:30		\$1,300.00		0.00	NM		
Ⓜ MG for 24.1,24.3,24.8,24.2,24.6,24.4,24.7,24.5															
[revised rate to reinstate]															
E 25	KSNV	10/08/12	10/08/12	M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune	CM	630-730pm	M-----	:30	2	\$400.00	3	0.00	NM	2	\$800.00
JEP/WH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	M-----	2		\$400.00		0.00						
E 26	KSNV	10/06/12	10/06/12	SIGN ON-SIGN OFF ROS	CM	5a-459a (9:00 PM-10:00 PM)	-----S-	:30	2	\$250.00	3	0.00	NM	2	\$500.00

Order / Rev: 103698
 Alt Order #: 06830029
 Flight Dates: 10/02/12 - 10/08/12

Advertiser: Berkley, Shelley for Senate
 Product Desc: BERKLEY FOR SENATE
 Estimate: 30S
 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 35	KSNV	10/02/12	10/05/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	-TWTF--	:30	4	\$425.003		0.00	NM	4	\$1,700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-TWTF--			4		\$425.00		0.00				
E 36	KSNV	10/08/12	10/08/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$425.003		0.00	NM	1	\$425.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	M-----			1		\$425.00		0.00				
E 37	KSNV	10/06/12	10/07/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$400.003		0.00	NM	2	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----SS			2		\$400.00		0.00				
E 38	KSNV	10/06/12	10/06/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	2	\$225.003		0.00	NM	2	\$450.00
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----S-			2		\$225.00		0.00				
E 39	KSNV	10/06/12	10/06/12	News 3 Sunrise - SATUR News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	:30	2	\$150.003		0.00	NM	2	\$300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----S-			2		\$150.00		0.00				
E 40	KSNV	10/07/12	10/07/12	Sunday Today Sunday Today	CM	7a-8am	-----S	:30	1	\$350.003		0.00	NM	1	\$350.00
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----S			1		\$350.00		0.00				
E 41	KSNV	10/06/12	10/06/12	Saturday Night Live Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$550.003		0.00	NM	1	\$550.00
SNL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----S-			1		\$550.00		0.00				
N 42	KSNV	10/02/12	10/05/12	Today Show Today Show	CM	658a-9am	-TWTF--	:30	3	\$900.001		0.00	NM	3	\$2,700.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-TWTF--			3		\$900.00		0.00				
N 43	KSNV	10/02/12	10/05/12	The Tonight Show Tonight Show	CM	1135p-1237a	-TWTF--	:30	8	\$500.001		0.00	NM	7	\$3,500.00
TON SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-TWTF--			7		\$500.00		0.00				
													Totals	117	\$47,380.00